RJ REYNOLDS

TOBACCO COMPANY

J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-4179
Fax (716) 634-3145

April 4, 1996

DIVISION MANAGERS
ACCOUNT MANAGERS
KEY ACCOUNT MANAGERS

DORAL B2G1F #600355 / MAY PROMOTION

Dear Managers:

Attached are your copies of direct account letters which will be mailed next week in reference to the *May Doral B2G1F* promotion. Sleeves have been ordered to arrive same date as product delivery. Templates as created by Winston-Salem are attached to the customer letters which include number of displays to be shipped to each account.

Additionally, counter displays (item #507080) have also been ordered to the direct accounts - one per each retail account - with instructions for the direct account to ship these displays, unopened, to their retail accounts along with their assembled May displays. Please have your Sales Reps / Retail Reps ensure that these counter displays are assembled at store level (either by store personnel or RJR).

I have attempted to provide copies to all Managers who may currently have responsibility - or may be newly responsible - for all direct accounts. If you have received copies for any direct accounts that you do not have - or will not have - responsibility for, please let me know so that I can get information to the appropriate Manager(s).

Residual

Residual amounts are being handled by Divisions 1622 / 1636 / 1638 (per previous communication).

51861 9627

Source: https://www.industrydocuments.ucsf.edu/docs/szpm0000

Chain Commitments

Fays Drugs (BAC / DK / SS)
Herkimer Wholesale (#278580) will ship 500 displays to Fays warehouse (per B. Cook) to be shipped into 200 Fays stores.
If any action is required by RJR personnel, please send communication out to the appropriate personnel as soon as possible, along with store list.

Kinney Drugs (BAC / DK)
Product has been ordered to arrive April 29th (see attached information sheet). I used 'Judy' as the PO # - please obtain PO # (if necessary) and contact Customer Service to replace my name with PO #. If no PO # is needed, no action is required. No sleeves or live product orders have been placed in conjunction with this promotion.
If any action is required by RJR personnel, please send communication out to the appropriate personnel as soon as possible, along with store list.

Stewarts (BAC / RT)
Product has been ordered to arrive April 29th (see attached information sheet). I used 'Judy' as the PO # - please obtain PO # (if necessary) and contact Customer Service to replace my name with PO #. If no PO # is needed, no action is required. No sleeves or live product orders have been placed in conjunction with this promotion.
If any action is required by RJR personnel, please send communication out to the appropriate personnel as soon as possible, along with store list.

Wilson Farms (RMD)
Product has been ordered to arrive April 29th (see attached information sheet). I used 'Judy' as the PO # - please obtain PO # (if necessary) and contact Customer Service to replace my name with PO #. If no PO # is needed, no action is required. No sleeves or live product orders have been placed in conjunction with this promotion.
If any action is required by RJR personnel, please send communication out to the appropriate personnel as soon as possible, along with store list.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. MacLeod

51861 9628

Source: https://www.industrydocuments.ucsf.edu/docs/szpm0000